DIGITAL GOVERNMENT

SERVING COMMUNITIES BETTER

The need to deliver better services more efficiently and at lower cost is a major driver of e-government initiatives.

The e-government goal is easier to meet than ever. Technology is enabling governments to deliver automated services online so that constituents can avoid needless paperwork and visits to city hall.

MEETING MEMBERS OF THE COMMUNITY ON THEIR TERMS

Today's digitally-savvy populations have high expectations for simple, streamlined interactions. Accustomed to doing business online, people know what's possible in a digital world and they expect it of their municipal government. Municipalities must be ready to safely and securely manage digital information and provide services anytime, anywhere and on any device.

Spectrum▶

The major implementation challenges municipalities face include a lack of agility and limited resources, both financial and technical. Digital government technology and process improvement initiatives provide a way around these obstacles but commitment is necessary. Reaping the benefits of cost-efficient optimization requires investment in technologies such as networks, cloud computing, improved analytics and more easily accessed databases, along with a corresponding deployment strategy.

IMPROVING THE MUNICIPAL INTERFACE WITH NEW ENGAGEMENT MODELS

When a community can provide e-government services, members of the public can interact with the government via the method of their choice — web self-service, mobile apps, social media sites, email, chat, text, phone or in person. This reduces paperwork, drives cost efficiencies and is not only more convenient, it empowers constituents and encourages them to proactively report issues and make services requests.

Through collaborative digital platforms, governments are better able to deliver services wherever a citizen falls on the economic spectrum. Agencies and departments can more effectively coordinate information and services to reduce the burden on individuals, while digital eligibility checks and mobile support for case workers help to ensure that the proper constituents are accessing the right resources. The age-old problem of lost documents and forms diminishes with an easily traceable digital trail, and the resulting transparency of services builds trust between governments and constituents.

BETTER SERVICE WITH GREATER EFFICIENCY: EVERYONE BENEFITS

As part of the desire to provide a higher quality of life, delivering the digital experience that individuals and businesses expect can make the municipality a more attractive place to live and work — one that strengthens the tax base and local economy, helping the community grow and thrive. The investment in e-government technology pays off in lower operational costs and greater productivity — improvements that ultimately benefit every taxpayer.

Successful e-government objectives can be achieved when municipalities combine existing infrastructure and systems with new investments to foster internal collaboration and accelerate constituents' connection to innovative digital services. Taking the first step towards becoming a smart city tomorrow is easier than ever, by committing to a digital government model today.

Spectrum▶